




Faculty Details Proforma for Website

Name	Ms. Gurinder Kaur Kochhar	Photograph	
Designation & Department	Assistant Professor, Commerce Department		
Date of Joining the institution	Permanent - 11/05/2023		
Date of Birth	02/04/1987		
Address	C-3/ 199, Janakpuri, New Delhi-110058		
Phone No	Office		+91 9971660094
	Residence		-
	Mobile		+91 9971660094
Email Address	kanika_0287@hotmail.com		

Educational Qualifications		
Degree	Institution	Year
Ph.D	RIMT University	Pursuing
M.Phil	Himalayan University	2017
M.Com	University of Delhi	2011
B.Com (Hons.)	Hansraj College, University of Delhi	2008
Administrative Assignments		
Areas of Interest / Specialization		
Marketing and Finance		
Subjects Taught		



Investing in Stock Market, Principles of Marketing, Finance for Everyone, Insurance and Risk Management, Marketing Management, E-Commerce, Personal Selling and Salesmanship

Research Guidance

Publications Profile (Articles/ Books Published/ Books Edited)

PUBLICATION TYPE	TITLE	YEAR
Book Authored	Consumer Behaviour and Online Shopping	2017
Book Authored	Advertising Management	2016
Book Co-Authored	Consumer-Retailer Relationship Development	2017
Book Co-Edited	Corporate Disclosure Practices	2017

PUBLICATION TYPE	TITLE OF THE PAPER	JOURNAL NAME	YEAR
Research paper	E-Commerce and Consumer Behaviour	Aayushi International Interdisciplinary Research Journal (AIIRJ)	2018
Research paper	Online Consumer Behaviour: A case study of Delhi region	Aayushi International Interdisciplinary Research Journal (AIIRJ)	2018
Research paper	Emerging Trends in E-Commerce and Barriers in Current Scenario in India	IGNITED MINDS Journals: Journal of Advances and Scholarly Researches in Allied Education	2017
Research paper	Customer Relationship Management: A Commercial Analysis	Amit International Impact Factor Journals: MANAGEMENT MIND	2017
Research paper	Demonetisation and its impact on Indian economy	Emerging Issues in Commerce and Business Management (National seminar at Hansraj college, University of Delhi)	2017
Research paper	Green Marketing Challenges and Hopes in Present Time	Amit International Impact Factor Journals: MANAGEMENT MIND	2016



Research paper	Supply Chain Management: Theory, Practice And Future Challenges	ARSEAM: International Journal of Marketing and Financial Management	2016
Research paper	A study on the financial analysis of the Indian banking sector	IGNITED MINDS Journals: Journal of Advances and Scholarly Researches in Allied Education	2015
Research paper	A study on private sector banks and marketing of financial services	IGNITED MINDS Journals: Journal of Advances and Scholarly Researches in Allied Education	2014
Research paper	A study on impact of marketing strategies in the selected banks	IGNITED MINDS Journals: Journal of Advances and Scholarly Researches in Allied Education	2014
Research paper	A study on International business and its scope	IGNITED MINDS Journals: International Journal of Information Technology and Management	2013
Research paper	A study on impact of Globalization on business	IGNITED MINDS Journals: International Journal of Information Technology and Management	2013

Conference Organized

Research Projects (Major Grants/Research Collaboration)

Awards and Distinctions

Awarded Certificate of Merit (Sh Rakesh Agarwal prize) for academic excellence at Hansraj college, University of Delhi (2008)

Association With Professional Bodies

Seminars/Webinars/Conferences /Workshops Attended

- Special Guest at the Panel at 3rd International Conference: Artificial Intelligence and International Law organised by Campus Law centre, University of Delhi and SGTB Khalsa college, University of Delhi**



Topic- “International Regulation of Artificial Intelligence in Global Financial Space.”

Place: Campus Law Faculty, University of Delhi

Period: 24th June 2022 to 25th June 2022

- **Participated at National Seminar on “Emerging Issues in Commerce and Business Management” organised by Hansraj college, University of Delhi**
- **Participated at the National Seminar on “Financial Crisis & Indian Economy” conducted by Sri Guru Tegh Bahadur Khalsa College, University of Delhi**

Other Activities (FDP’s/Refresher Course)

- **Completed One-Week Online National Faculty Development Program “Basic IT tools, Advanced Spreadsheet Tools and Statistical Software Package with SPSS” jointly organized by University of Delhi and Guru Angad Dev Teaching Learning Centre, SGTB Khalsa College, University of Delhi under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNMTT) of Ministry of Education (27th October to 03rd November 2022)**
- **Attended FDP on GST and Customs Law organised by Department of Commerce, Dayal Singh College on 5th Feb 2018**
- **Attended FDP on Computer Application in Business organised by SGTB Khalsa college, University of Delhi, and Indian Accounting Association Delhi Branch in Jan’17**
- **Attended FDP on Computer Practical’s in Business Mathematics organised by SGTB Khalsa college, University of Delhi, and Indian Accounting Association Delhi Branch in Feb’17**
- **Attended FDP on E-Filing organised by SGTB Khalsa college, University of Delhi, and Indian Accounting Association Delhi Branch in Aug’16**

Past experience (If any, Give details)

1. **Sri Guru Tegh Bahadur Khalsa College, University of Delhi (Assistant Professor)
Jul’16–May’23**
2. **Mata Sundri College for Women, University of Delhi (Assistant Professor)
Jul’12-May’14**
3. **Sri Guru Tegh Bahadur Khalsa College, University of Delhi (Guest Lecturer)
Feb’12–Apr’12**
4. **Sri Guru Gobind Singh College of Commerce, University of Delhi (Guest Lecturer)
Nov’15**
5. **Worked as a Research Analyst at KPMG, Transactions & Restructuring from Jan’10 to Mar’11**